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Page Page Page

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*Between the Lines*

## Secret Government Subsidies

### Executive Branch Is Still Working at 'News Management'

Washington—Congressmen are waking up to the fact that they have barely scratched the surface of a vast, highly-organized propaganda apparatus which has been smoothly operated for some years by the Executive Branch of our government.



This submerged iceberg poked its nose above the surface when it was disclosed that the United States Information Agency is actually subsidizing books for domestic consumption, admittedly for propaganda purposes. Yet, as far as the public knows, the books they buy are written by independent scholars under a competitive free enterprise system.

In hearings before a House Appropriations Subcommittee, Reed Harris, director of USIA's Information Center, admitted that books had been subsidized in this manner. He said in reference to U. S. foreign policy: "These tailorings permit the insertion of material that is particularly effective in getting support."

Shades of Goebbels!

#### ARA Pamphlet

Now congressional probers have made public the fact that still another government agency is secretly "tailoring" public opinion. The Area Redevelopment Association (ARA), an agency of the Department of Commerce, bought for distribution copies of a pamphlet from a private publisher entitled "New Opportunities for Depressed Areas."

The ARA did not use any of its 388 employees in the writing and production of the pamphlet about the agency's work. This would have made it self-serving propaganda. With the same contents written outside the agency, this could be concealed. The press, the Congress and the public, all could have the wool pulled over their eyes.

The names printed on the cover of the pamphlet are only those of its publisher and the author. The publishers are the Public Affairs Committee, Inc., a non-profit "educational" organization in New York City. The author is John D. Pomfret, identified in the preface as "a well-known newspaperman associated with the

By

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Washington Bureau of the New York Times ...

#### 25,000 Purchased

The Commerce Department purchased 25,000 copies of the pamphlet at 11 cents each out of a first printing run of 65,000. In addition, the Department arranged for Public Affairs, Inc., to distribute 4,000 of the copies that the government had purchased.

Details regarding this booklet came out in hearings held Feb. 17, before the House subcommittee entitled Subcommittee on Departments of State, Justice, Commerce, the Judiciary, and Related Agencies Appropriations.

Here is an excerpt from Page 52 of this volume subtitled "Department of Commerce":

"Mr. Lipscomb (Glenard P., Rep., R-Calif): No one on the list who received the pamphlet knew that the Department of Commerce and the U. S. Government paid for the pamphlets they received?"

"Mr. Bozman (William H., ARA assistant administrator, Administration and Finance): You are correct with respect to that."

The ARA functionary admitted that agency officials had "scanned" the mailing list of key persons who received this pamphlet. The recipients, the testimony disclosed, included: "chambers of commerce officials, international labor unions, service organizations, manufacturing associations, church groups, public affairs groups, and high school study groups," and also, of course, the press. None of them could know that the Executive Branch of government—that is the taxpayers—had paid for the copies they received or that they were being indoctrinated by their own government. Bozman told Lipscomb:

"It was our judgment that this particular mailing list was a desirable one from our point of view to receive a copy of the pamphlet."

#### Propaganda Source

Indeed so! From the "scholarship" which Public Affairs Pamphlets claim to bring to readers, the recipients learned that: "Even though ARA funds are supposed to be only seed money, with the main investment to be left to private enterprise, many observers feel

little seed."

The pamphlet goes on to say, in what is easily recognized as a slap at and pressure on the Congress: "In spite of the magnitude of the depressed area problem, the misery of the people living in depressed areas and the obvious need for federal attention, it took the Congress a long time to act.

Then comes what is distinctly a shifting of blame to Republicans: "Nor has the agency scored high in the political arena. It made the mistake of trampling unnecessarily on the toes of the ranking Republican on the House committee that must approve its legislation and it allowed its friends to go into a recent vital House debate woefully unprepared to rebut the agency's critics."

#### Not Exactly New

The Department of Commerce and the USIA are not the only Executive agencies that are covertly indoctrinating the public with whatever policies Big Brother in Washington happens to favor at the time. The Central Intelligence Agency has been doing this all along through such channels as the Cenis Project at the Massachusetts Institute of Technology. Walt Whitman Rostow's book, "The United States in the World Arena," was financed and edited line by line by CIA. Subsequently, Rostow also moved into open policy-making at the State Department.

The subtle attempt being made to control our communications media by secret government subsidies is another aspect—perhaps the most serious of all—of Washington's news management picture. Irrespective of the wisdom of a particular policy espoused by an Executive agency, a policy should be tested in open, honest competition on the marketplace of ideas.

The essential factor in keeping a free communications system free is the public identification of all those engaged in the production and distribution of written or spoken material. This principle is being violated. Its integrity must be restored.